

BEYOND THE BOOKING

HOW THE CRM HELPS
HOTELS TRANSITION TO
MEMBERSHIP MODELS
FOR REPEAT BUSINESS

For boutique hotels, creating unforgettable guest experiences starts with understanding those guests deeply. A key challenge many hotels face is that their data is scattered across different systems—booking platforms, point-of-sale systems, guest feedback forms, and more. To truly elevate the guest experience, the first priority should be bringing all that data into one central CRM.



When most people think of a CRM, platforms like Salesforce come to mind. These traditional CRMs are primarily sales-oriented, designed to manage pipelines, track deals, and optimize sales operations.

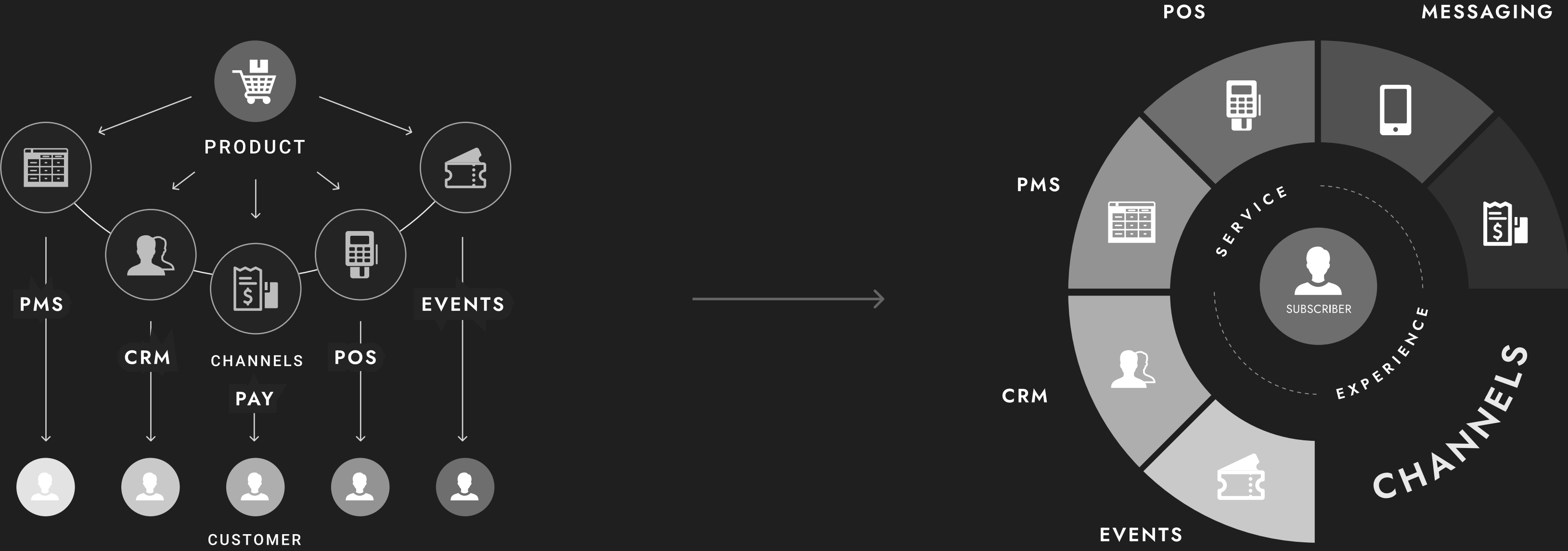
Similarly, in e-commerce, CRMs are focused on managing customer transactions and optimizing purchase flows. While effective in those industries, these CRMs are fundamentally transactional, built to drive conversions and increase sales. Hospitality, however, thrives on experiences, where the guest interaction is the key driver.



A hospitality-focused CRM like Peoplevine is designed to be customer-centric, helping hotels consolidate guest data from various touchpoints to create comprehensive profiles. Instead of focusing solely on transactions, these CRMs track the entire guest journey—from their booking preferences to personalized experiences during their stay. This shift allows hotels to deliver tailored services that resonate deeply with guests, encouraging loyalty beyond the one-time purchase.



PEOPLEVINE’S CUSTOMER-CENTRIC MODEL



ONE TIME TRANSACTIONS PURCHASE	→	ACCESS VIA SUBSCRIPTION + TRANSACTIONS
REVENUE TIED TO SERVICE SALES	→	REVENUE TIED TO CUSTOMER SALES
GROWTH THROUGH UNIT MARGINS	→	GROWTH OVER CUSTOMER LIFETIME

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F As illustrated, traditional systems like PMS and POS have been focused on products and one-time transactions. These systems are designed to handle operational necessities but fail to capture the essence of the guest experience. Peoplevine's model, by contrast, centers around the customer, connecting every interaction—whether it's booking a room, attending events, or interacting through messaging—into a unified profile. This allows hotels to transition from a transactional model to a subscription or membership-driven approach, fostering long-term relationships and consistent revenue.

With this approach, loyalty programs evolve beyond points-based systems that make guests earn benefits. Instead, hotels focus on providing value through personalized services and curated experiences, encouraging guests to return because they feel recognized and valued.

“Loyalty should be earned by the business from the customer, not the other way around.”

Moreover, research shows that loyal customers are five times more likely to repurchase and spend 67% more than new customers ([Worldmetrics](#)) ([DemandSage](#)). Increasing customer retention by just 5% can boost profits by 25-95%, showing the strong financial incentives of building long-term relationships ([99Firms](#)).



By shifting focus from product-centric tools to customer-centric CRMs, hotels not only improve guest satisfaction but also drive long-term revenue growth. This evolution—from a loyalty program to a membership-driven model—positions hotels to create lasting connections and unlock the true potential of personalized hospitality.

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